

INVEST *in* TOURISM –

Invest in Manitoba's Future

Manitoba's tourism industry is growing, and as one of the province's leading industries, tourism has unlimited potential for growth. Travel Manitoba is aiming to increase tourism expenditures to rank fifth among Canadian provinces by 2020. This growth will lead to a broad range of economic, social and environmental benefits for our visitors, residents and communities. Investing in tourism will make Manitoba an even greater place to live and work.

Sustainable funding is the key to ensuring Travel Manitoba can be competitive in an expanding global tourism marketplace.

After many months of advocating for a sustainable funding model for tourism and thanks to the influential support of the Manitoba Chambers of Commerce, the Manitoba Government adopted *Plan 96/4 – A Sustainable Tourism Investment* developed by Travel Manitoba. This investment model positions Manitoba as a leader in tourism innovation. Plan 96/4 is a performance-based model that has the potential to increase tourism revenues by bringing new money to the province and its tourism businesses. In addition, the plan will deliver additional tax revenues to the province for other priorities such as healthcare, education, and infrastructure – benefitting all Manitobans.

Tourism is everybody's business.

When we all work together, big things can be accomplished. Tourism depends on the support of the entire community to be successful. From local residents who volunteer their time, businesses that collaborate on development initiatives and governments that provide financial support – it takes every member of the region to stand together to promote their region's finest assets.

69% of all Manitoba tourist visits occur in the regions.

It is a misconception that tourists only want to visit the "big city." Most of the tourism in this province happens right in our own back yards. Take pride in the tremendous beauty of your region and show it off!

The tourism sector creates employment opportunities. In Manitoba, tourism supports 20,640 jobs.

Over \$625.1 million in annual tax revenues are contributed to the economy by tourism wages and direct spending. The industry supports 12,900 direct tourism jobs and 20,640 jobs in total. Tourism jobs also provide valuable opportunities for youth and first-time workers to enter the work force due to the availability of part-time and seasonal work. Beyond entry-level positions, tourism creates a wide range of options for all types of employment at all pay scales.

Tourism is a real leader in Manitoba's economy and it is critically important that we value this resource and foster its development for the continued prosperity of the province.

\$339.4 million in total provincial and municipal taxes per year are attributed to tourism. Under the investment through *Plan 96/4*, there is the potential for \$288 million in new money to the province through tourism expenditures, resulting in an additional \$46 million in provincial tax revenues. With the rapid growth in this industry, it makes sense to continue to invest in tourism – for economic, social and environmental benefits for the entire region.

Tourism is bigger than wheat.

Tourism is an export sector, as 1.4 million out-of-province visitors generate \$589.4 million in export revenue – higher than the export revenue generated from wheat. Unlike other export sectors that make products and ship them overseas, tourism brings its customers to Manitoba itself – the people, the places, the food, and culture.

Tourism generates \$1.6 billion in spending every year.

That is almost 3% of Manitoba's GDP. The revenue from this spending does not just benefit the tourism industry. The flow-through effect of travel means that a portion of every dollar spent by a visitor ends up in the hands of a secondary business and contributes to the development of the community.

Manitoba is a showcase of diverse cultural offerings and unique immersive experiences that cannot be found anywhere else in the world.

Tourism is changing. The vast majority of travellers are no longer just looking for a sunny beach to lie on for a week. Visitors to Manitoba, in particular, are looking for once-in-a-lifetime experiences that will envelop them in culture, authenticity, exploration and adventure, and create memories that will stay with them forever.

Tourism is the 4th fastest growing industry in the world.

With growth like this, the possibilities are endless. People around the world are travelling more than ever, and continually seeking out authentic, meaningful experiences – just like the ones we pride ourselves on in Manitoba.

GROWING STRONGER TOGETHER IN

Manitoba

Big things are happening in Manitoba right now. Awe-inspiring attractions are nearing completion. The appetite for unique travel experiences is growing. And with a powerful new brand, we are in a better position than ever to define and elevate Manitoba's status as a leading tourism destination.

As the regional tourism association, you are a leader in advancing the development and growth of the industry in your area. It is with your expertise and knowledge of your region's unique assets that will allow our new marketing efforts to truly shine.

Travel Manitoba wants to ensure you have all the necessary tools at your disposal to market and promote your region to the very best of your ability. To accomplish this, we have prepared this advocacy kit that will provide you with quick and handy facts about your region, key messages that can be used to ensure consistent messaging to all stakeholders and tools to assist with your advocacy efforts.

Manitoba
CANADA'S HEART  BEATS

travelmanitoba.com

WHAT IS ADVOCACY?

Advocacy means supporting or making recommendations for support of a particular cause or policy. Your primary goal as a Regional Tourism Association is to recommend and obtain support for all tourism related functions within your jurisdiction with all relevant stakeholders.

We recognize that the ways you advocate for your region can vary from day to day and year to year. Some of the goals you may be working towards include:

- Attracting visitors to your region – this may be as part of a tourism strategy or as part of a more comprehensive economic development strategy
- Creating and maintaining the relevant partnerships and organizational structures that are required to achieve the region’s vision and goals
- Developing the necessary services, products and infrastructure to support an increased tourist base
- Maximizing opportunities for new jobs and businesses in the local communities – not only to maintain the existing job force, but also to make it more attractive for young workers to remain in the region
- Ensuring that tourism in the region is sustainable for both business and the larger community – from economic, social, cultural and environmental perspectives

This is by no means an exhaustive list, but a selection of the priorities that you have to balance when determining your organizational goals. When working towards these goals, it is important to know your audience. While the messages you want to get out to each audience will be very similar, you may have to use an array of delivery methods to ensure that you are speaking to each groups’ specific interests. You want your message to be heard, understood and most importantly, you want your stakeholders to take action!



Eastern Region



Western Region



Parkland Region



Interlake



Winnipeg



Eastern

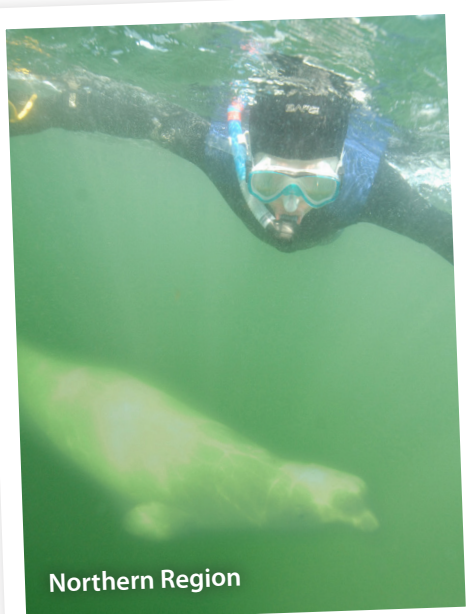
HOW DO YOU GRAB THEIR ATTENTION?

Tourism Businesses/Members of RTA: Listen! What better way to discover the needs of your region than by hearing from the pros! These are the professionals in your local tourism industry. They are on the front lines and are the first to experience both the upward trends and the challenges. Open up the lines of communication by holding an informal, interactive lunch session where the attendees can provide you with updates about what they are seeing in the region. Listen to them and ask for their suggestions about what would work for their business and for the community. Often, those in the industry have insights that even they take for granted. By encouraging them to share in this dialogue, you are utilizing your region’s best assets.

Government: Bring out the numbers. Provide them with hard data about who visits your region, when, why and how much money they bring in. How many jobs are created? Present the facts along with reminders about the value of tourism. Show them that tourism is not just about additional revenues, but also overall development in the region. Increased tourism results in advantages to the entire community: more business opportunities, more satisfied constituents and increased civic pride, to name a few.

Community: The general population of your community wants to feel like it’s part of something big. They take pride in their community and if they have the opportunity to show it off, they will become your region’s most passionate advocates. Consider easy-to-read handouts or newsletters that describe the value of tourism and the impact that a successful tourism industry can have on their own lives. Many people don’t realize the extent to which tourism dollars benefit them directly. You can show them! Encourage them to get involved and become active influencers within your region.

Non-Traditional Businesses: These are the folks who don’t necessarily see how they fit into the usual tourism model. They don’t operate a hotel, restaurant or gift shop and they don’t understand how they play a role in the tourism efforts of the RTA. These people need to be shown the “trickle-down” effect of every dollar that is spent in tourism in their region/community. They need to be aware that while tourists spend their money in the traditional “tourism” sectors, the tourism industry spends their money in the local community. Propose unique partnership opportunities that create immersive experiences for tourists. Have articles printed in the local newspaper that celebrate tourism success stories. Create a buzz in your community that makes all business owners take notice and want to be involved.



Northern Region



Central Plains Pembina Valley